

Name _____

THE MARKETING MIX

Project Gradesheet

ASSIGNMENT:

- Create a visual representation of the 4 major categories that make up the marketing mix or the “4Ps.”

REQUIREMENTS:

- You must have the definition of marketing definition of the marketing mix featured on your project.
- The project must show that the 4 Ps are interconnected.
- Each category must have at least 2 examples with descriptions that illustrate/explain why each picture illustrates a specific element of the marketing mix.

GRADING:

Criteria	Points Possible	Points Earned
4 Examples From Each Category w/ Description		
• Product		
○ Example 1	10	
○ Example 2	10	
• Price		
○ Example 1	10	
○ Example 2	10	
• Place		
○ Example 1	10	
○ Example 2	10	
• Promotion		
○ Example 1	10	
○ Example 2	10	
Interconnected figure representing 4Ps	5	
Definition of marketing	5	
Definition of marketing mix	5	
Creativity and Neatness:	5	
TOTAL	100	